

Webmaster's Report PVS House of Delegates Meeting May 19, 2010

The PVS website continues to be a valuable communications asset for Potomac Valley Swimming. The site has matured over its 13-year existence. But, the usage of the site still continued to grow in the past year, as seen by the numbers below.

| | <u>Avg. Visitors/Day</u> | <u>Avg. Page Views/Day</u> | <u>Avg. Data Transfer/Day</u> |
|---------------------|--------------------------|----------------------------|-------------------------------|
| May 2008-April 2009 | 3, 147 | 14, 576 | 509 MB |
| May 2009-April 2010 | 3, 313 | 15, 698 | 520 MB |

There were over 1.2 million visits to the website over the past twelve months, with 5.7 million pages viewed.

The PVS website provided significant support to the March 2010 Sectional Meet. There were nearly 10,000 visitors to the site per day during that weekend. Overall, during the month of March 2010, there were nearly one million page views on the site. And that does not include the page views for real-time results for Senior Championships and Junior Olympic Championships, which are hosted on a separate site.

The purchase by PVS of a broadband modem in 2009 allows us to support real-time results at facilities that have no available Internet infrastructure. This was demonstrated at the 2010 Junior Olympic Meet at Fairland. This capability should allow PVS to provide real-time results for all championship meets in the future. This service is low cost because there are no subscription fees or monthly charges. PVS pays only a small fee when it is used.

There were no significant changes to the website in the last twelve months. Cosmetic changes were made to some of the major pages so that they now all have the same look-and-feel. The presentation of the PVS Records was changed to make use of the capability to maintain them through the PVS Portal on the USA Swimming website. A page was added to recognize PVS clubs in the USA Swimming Club Recognition and Club Excellence programs.

The primary use of the website continues to be for information about meets. This includes the meet announcements, directions to pools, and meet results. PVS again provided the results of all local high school championship meets, which is another popular feature.

Last June, the Washington Post launched a website reachforthewall.com, to specifically cover local swimming. Its stories and feature articles about local swimming provide a complement to the information on the PVS website. Continue to support this effort by the Washington Post by visiting the site regularly.

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